1. The best months to launch a Kickstarter project is February, May, and June. When you look at the aggregate of canceled, failed, and successful projects for each of those months the number of successful projects compared to the total for the month is a 60% success rate for February.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| month | canceled | failed | successful | Total | % of successful projects |
| Jan | 33 | 147 | 184 | 364 | 51% |
| Feb | 29 | 104 | 202 | 335 | 60% |
| Mar | 26 | 110 | 183 | 319 | 57% |
| Apr | 26 | 104 | 191 | 321 | 60% |
| May | 25 | 129 | 232 | 386 | 60% |
| Jun | 27 | 146 | 212 | 385 | 55% |
| Jul | 45 | 153 | 189 | 387 | 49% |
| Aug | 30 | 132 | 170 | 332 | 51% |
| Sep | 24 | 128 | 146 | 298 | 49% |
| Oct | 22 | 146 | 184 | 352 | 52% |
| Nov | 38 | 115 | 181 | 334 | 54% |
| Dec | 24 | 116 | 111 | 251 | 44% |

The most successful Kickstarter projects based on category are ‘theater’ with 839 successful projects. If we take a deeper dive into the sub-category I show specifically ‘Plays’ are the most successful with 2 to 1 odds of being successful (694/1047=66%)excluding the ‘live’ projects.

When I grouped the successful projects together by goal size it appears that the higher the goal is the more risk of the project will fail. Based on the data projects size 9999 or less had higher than 50% success rate.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Goal | Number Successful | Number Failed | Total Projects | Percentage Successful | Percentage Failed | Percentage Canceled |
| Less than 1000 | 322 | 113 | 453 | 71% | 25% | 4% |
| 1000 to 4999 | 932 | 420 | 1412 | 66% | 30% | 4% |
| 5000 to 9999 | 381 | 283 | 716 | 53% | 40% | 7% |
| 10000 to 14999 | 168 | 144 | 352 | 48% | 41% | 11% |
| 15000 to 19999 | 94 | 90 | 201 | 47% | 45% | 8% |
| 20000 to 24999 | 62 | 72 | 148 | 42% | 49% | 9% |
| 25000 to 29999 | 55 | 64 | 137 | 40% | 47% | 13% |
| 30000 to 34999 | 32 | 37 | 82 | 39% | 45% | 16% |
| 35000 to 39999 | 26 | 22 | 55 | 47% | 40% | 13% |
| 40000 to 44999 | 21 | 16 | 43 | 49% | 37% | 14% |
| 45000 to 49999 | 6 | 11 | 21 | 29% | 52% | 19% |
| Greater than or equal to 50000 | 86 | 258 | 444 | 19% | 58% | 23% |

1. The data could be incomplete for example the most recent date is from 2017 so the data is stale. Perhaps there is a new successful type of kickerstarter project category based on current data. Also, the pledged amount doesn’t tell us when exactly the amounts were pledged if we were trying to understand when pledges occurred to better study successful kickstarter projects.
2. We could create pivot tables/charts including the number of backers ‘backers\_count’ to visualize the impact the number of backers towards reaching a kickstarter goal to help tell the story of what a successful kickstarter project looks like.